

**CAUVERY COLLEGE FOR WOMEN
(AUTONOMOUS)
STAFF PROFILE**

PERSONAL INFORMATION

- 1. Name** : C.Subha
2. Date of Birth : 04.05.1978
3. Address :

Residential	Office
Plot No.33, II Cross, Santhosh Nagar, Maruthandakurichi, Kulumani Road, Trichy. PIN - 620102	Cauvery College for Women (Autonomous) Annamalai Nagar, Trichy – 620 018.

ACADEMIC INFORMATION

4. Designation & Department : Assistant Professor & Commerce

5. Educational Qualification :

Degree	Year	College/University
B.Com.	1998	S.D.N.B.Vaishnav College, Madras University
M.Com.	2000	Meenakshi College, Madras University
M.Phil.	2007	Bharathidhasan University
M.B.A.	2010	Bharathidhasan University
Ph.D.	2017	Bharathidhasan University
UGC NET Commerce	2011	Delhi University

6. Research Id :

Google Scholar Link	https://scholar.google.com/citations?view_op=new_profile&hl=en
Scopus Id/Link	https://www.scopus.com/dashboard.uri?origin=userDashboard&zone=TopNavBar
Web of Science Researcher Id/Link / Publons Link	https://publons.com/dashboard/summary/
Orcid Id	https://orcid.org/0000-0001-7748-1752
Vidwan Id/Link	https://vidwan.inflibnet.ac.in//profile/205770/MjA1Nzcw

Mendeley Link	https://www.mendeley.com/reference-manager/library/my-publications/
Publons	https://publons.com/researcher/4330635/subha-c/

7. Experience

Date of Joining	Institution	Year of Experience
01.6.2006	Chidambaram Pillai College for Women	3years
22.06.2009	Cauvery College for Women	Till date

8. Areas of Specialization : Marketing

9. Languages known : Tamil, English and Hindi

10. Subjects Taught:

UG	Principles of Accountancy, Value Education, Corporate Accounting, Income Tax Law and Practices, Statistical Tools for Decision Making, Organizational Behaviour, Management Information System, Overview of CRM, Value Education, Financial Accounting I, Business Economics I, Fundamentals of Marketing, Financial Accounting II, Cost Accounting, Business Law, Export Import Management, Auditing and Human Resource Management.
PG	Investment Management, Corporate Laws, Retail Management, Quantitative Techniques and Strategic Management.
M.Phil	Nil

11. Research Supervision:

	University from where guideship obtained	Thesis		
		Completed (in numbers)	Year of Completion	Pursuing (in numbers)
M.Phil.	Bharathidasan University	10	2019	-
Ph.D.	-	-	-	-

12. Details of Publications:

Journal Name & Volume	Year of Publication	ISBN Number	Name of the Paper	Impact Factor
Cauvery Journal	June 2011 & Jan 2012	ISSN 0975-1300	E Marketing of FMCG Brands	
Seminar Special Edition	March 2012	978-93-81521-03-8	Cyber Crimes Increasing with Rising E- Banking	
Seminar Special Edition	April 2013	ISSN 2250-1940	Financial Inclusion an Overview	

Conference Special Edition	Jan 2015	978-93-80767-46-8	A study on Consumer Behaviour and Brand Switching Model on Sunflower Oils in Tiruchirappalli Town	
International Journal of Management and Social Development	Feb 2015	ISSN 2348-1919	Modeling Brand Switching in FMCG Products	
TIP Literary Findings	April 2015	ISSN 2278-2311	Consumer Preference and Brand Awareness on Bath Soaps in Tiruchirappalli – A Pragmatic Analysis	
Primax International Journal of Human Resource (PIJHR)	July 2016	ISSN 2348-0483	Employees Sustainability by Monetary and Non-Monetary Benefits in Service Sector – A Pragmatic Analysis	3.532
Jamal Academic Research Journal : An Interdisciplinary	January 2017	ISSN 0973-0303	Consumer Protection, Awareness and Empowerment Among Rural Women in Tiruchirappalli District, Tamil Nadu	

13.Details of Papers Presented:

Date & Venue	Name of the Seminar	Paper Name
12 th & 13 th Sep 2009 Dept. of commerce and financial studies BDU	Global financial crisis and its impact on Indian financial system	Origin of global financial crisis
4 th & 5 th Feb 2010 Dept. of Commerce Holy Cross College	Empowerment of Women	Emotional empowerment of Women
8 th & 9 th Jan 2011 Dept. of Commerce and Financial Studies BDU and Smart Journal-	UGC Sponsored Sixth International Seminar on Emerging Capital Markets: Issues and Challenges (EMCAM IC – 2011)	Debt market and instruments
12 th & 13 th Sept 2011 Cauvery College for Women Trichy	National Seminar on E- Services and its emerging issues in the Global Business Environment	E Marketing of FMCG Brands

16 th and 17 th March 2012 Urumu Dhanalakshmi College, Trichy -19	UGC Sponsored National Seminar on Role of Technology Upgradation and its Impact on Banking Service Sector in the New Millennium	Cyber Crimes Increasing with Rising E- Banking
26 th & 27 th April 2013 Periyar E.V.R. College, Trichy – 23	UGC Sponsored Two Days National Seminar on Financial Inclusion for Inclusive Growth - Issues & Challenges	Financial Inclusion an Overview
5 th & 6 th December 2014 Bishop Heber College, Trichy – 17	Two Day International Conference on Contemporary Issues in Business	A study on Consumer Behaviour and Brand Switching Model on Sunflower Oils in Tiruchirappalli Town
13 th Feb 2015 Swami Vivekananda Institute of Management, Tanjore	International Conference on Emerging trends in Management, Commerce, Education & Economics 2015	Modeling Brand Switching in FMCG Products
29 th & 30 th July 2016 PRIMAX	Two Day International Conference on Innovation, Entrepreneurship & Sustainable Value Chain in a Challenging Environment	Employees Sustainability by Monetary and Non- Monetary Benefits in Service Sector – A Pragmatic Analysis
19 th Jan 2017 Jamal Mohamed College	One Day National Seminar on Emerging Business Practices in the Global Environment	Consumer Protection, Awareness and Empowerment Among Rural Women in Tiruchirappalli District, Tamil Nadu

14.Details of Seminars / Conferences / Workshops Attended:

Date & Venue	Title	National / International	Topic
12 th & 13 th September 2009 Bharathidasan,University, Trichy.	Global Financial Crisis and its Impact on Indian	National	Origin of global financial crisis
4 th and 5 th Feb. 2010 Holy cross College Trichy	Empowerment ofWomen	National	Emotional empowerment of Women
23 rd & 24 th Oct 2010 Dept. of Commerce and Finanial StudiesBDU and SmartJournal-	Art of writing research article in commerce and management	National	Debt market and instruments
27 th Oct- 2 nd Nov2010 Department of Life Long Learning and Department of Commerce & Financial studies – BDU	UGC's Training Workshop on Application of Statistical Packages in Commerce and Management Research.	State	
8 th & 9 th Jan2011 Dept. of Commerce and Finanial StudiesBDU and SmartJournal	Sixth International Seminar on Emerging Capital Markets:Issues and Challenges	International	
12 th & 13 th Sept 2011 Cauvery College for Women Trichy	National Seminar on E- Services andits emerging issues in the Global Business Environment	National	E Marketing of FMCG Brands
16 th and 17 th March 2012 Urumu Dhanalakshmi College, Trichy -19	UGC Sponsored National Seminaron Role of Technology Upgradation and its Impact on Banking Service Sector in the New Millennium	National	Cyber Crimes Increasing with Rising E- Banking
26 th & 27 th April 2013 Periyar E.V.R.College, Trichy - 23	UGC Sponsored Two Days National Seminaron Financial Inclusion for Inclusive Growth - Issues a&Challenges	National	Financial Inclusion an Overview

5 th & 6 th December 2014 Bishop Heber College, Trichy - 17	Two Day International Conference on Contemporary Issues in Business	International	A study on Consumer Behaviour and Brand Switching Model on Sunflower Oils in Tiruchirappalli Town
13 th Feb 2015 Swami Vivekananda Institute of Management, Tanjore	International Conference on Emerging trends in Management, Commerce, Education & Economics 2015.	International	Modeling Brand Switching in FMCG Products
29 th & 30 th July 2016 PRIMAX	Two Day International Conference on Innovation, Entrepreneurship & Sustainable Value Chain in a Challenging Environment	International	Employees Sustainability by Monetary and Non- Monetary Benefits in Service Sector – A Pragmatic Analysis.
19 th Jan 2017 Jamal Mohamed College	One Day National Seminar on Emerging Business Practices in the Global Environment	National	Consumer Protection, Awareness and Empowerment Among Rural Women in Tiruchirappalli District, Tamil Nadu
20 th December 2018 Cauvery College for Women, Trichy.	Microsoft (OneNote, Innovation Educator)	One day Work shop	Microsoft (OneNote, Innovation Educator)
3 rd June & 4 th June 2019 Cauvery College for Women, Trichy	Two Days FDP Theory Building and Article Writing	National	Two Days FDP Theory Building and Article Writing
5 th June – 11 th June 2019 Cauvery College for Women, Trichy	Capacity Building Workshop on E- Content Development	6 Days Workshop	Amalgamation

15. Details of Seminars /Conferences / Workshops Organised:

Year	Date	Title	National/International	Topic	Resource Person
-	-	-	-	-	-

16.Details of Orientation / Refresher Course Attended:

Date	Title of the Course	Organizer
13 th Nov 2015 – 10 th Dec 2015	90 th Orientation Programme	UGC – HRDC Bharathidasan University, Trichy.
16.2.2020	ARPIT – Refresher Course in Commerce	Swayam

17. Details of Study materials/Books written and Published: -

S.No.	Book	Chapter title	Month & Year	Pg. No.
1.	Recent trends in Commerce & Management	Marketing Management: Recent Trends in Marketing	June 2022	94-98

18. Details of Charing as Resource Person: -**19. Administration Positions held in the College:**

Nature of Activity	Period of Incharge
Citizen Consumer Club Coordinator	2009-2018
Department of Commerce – Busy Bee Club Coordinator	2009-2010; 2017-2018;2021-2022
Department of Commerce NIRF In charge	2018-2023
Department of Commerce Criterion II In charge	2019-2023

20. Details of In – Charges/ Membership in Committees for Autonomous: -**21.Details of Incharge / Participation in Extracurricular Activities :**

(NSS, NCC, Sports, Games, Voluntary Association and Cultural Activities):

Nature of Activity	Period of Incharge
Department of Commerce Fine Arts - Coordinator	2011-2012; 2014-2015
Staff Sports - Chess (I & II Place)	2011 & 2013
-Carom (II & III Place)	2012 & 2014

22. Details of Participation in Consultancy, Training, Development etc.,: -**23. Details of Membership in Academic Bodies/ Board of Studies and Reviewer Details: -****24. Details of Membership of Professional Bodies: -****25. Country visited: -**

26. Any other information if any: Online Activities

S.No	Nature of Activity	Title of Activity	Date & Time	Resource Person	Name of Host Institute
1.	Webinar	Online Seminar on An Overview of Curriculum Design – PEO's, PO's & Co's	25.4.2020 9.30 – 11.00 AM	Dr. S.Murugappan, Professor School of Management Studies, Bannari Amman Institute of Technology, Sathyamangalam, Erode Dt.	Kamadhenu Arts & Science College, Erode.
2.	Webinar	Online Seminar on Entrepreneurship C.O.	29.4.2020 3-4 PM	Dr. Kabaly P. Subramanian, Academic, Corporate Trainer & Strategy Consultant Muscat, Oman.	Department of Commerce & EDC, Cauvery College for Women (Autonomous)
3.	Webinar	Online Session on Self Confidence and Communication	30.4.2020 5-6 PM	Mrs. Anu Hasan Actress, Entrepreneur and Motivational Speaker	EDC, Cauvery College for Women (Autonomous)
4.	Webinar	Entrepreneurship Development – Hangout with Innovator & Entrepreneurs support through MIC & AICTE	30.4.2020 & 3 – 4 PM	1. Vandhana Thakur, LM College of Pharmacy, Ahmedabad. 2. Amit Sanjay Lokhande, Institute of Chemical Technology Mumbai.	MHRD Innovation Cell (GOI), Institution's Innovative Council & AICTE
5.	Webinar	International Conference - "Bhavishya of India after Covid – 19"	2.5.2020 & 10 AM	Dr. V. S. Kannan Kamala Nathan & Dr. Anupama Gawde (BOS Member Accountancy)	Thakur College of Science & Commerce (Autonomous)
6.	Webinar	Innovative & Affordable Hand Washing Stations in Schools	1.5.2020 2-3 PM	1. Dr. Y. Malini Reddy, Professor, Urban Governance Administrative Staff College of India, Hyderabad 2. Dr. Bella Monse 3. Pratibha Singh, UNICEF 4. Mr. Nellayappan, Director of School Education, Nagaland 5. Prof. Srinivas Chary, ASCI 6. Dr. Harsh Sharma, Director, CIPS	ASCI in Partnership with CIPS
7.	Webinar	Youth of India – Covid 19 Aftermath	2.5.2020 & 4 – 5 PM	Mr.Ponnuswamy, GM – HR, Renault Nissan Automotive India Pvt., Ltd.	Department of Social Work, Cauvery College for Women (Autonomous)
8.	Webinar	Webinar on Enhance your Communication, Vocabulary & Grammar	3.5.2020 & 4 PM	Dr. Preethi Vaswani, Head, Department of English LS Raheja Collge of Arts & Commerce, Mumbai.	Department of English, Cauvery College for Women (Autonomous)

9.	Webinar	FDP on English Language Teaching in the Viral Era	4.5.2020 & 3 – 4 PM	Dr. P. Nagaraj, Associate Professor Department of English & Foreign Languages, Bharathiar University	PG Department of English Cauvery College for Women (Autonomous)
10.	Webinar	Psychosocial Perspective of Covid 19: Let's Brainstorm	4.5.2020 & 5 – 6 PM	Dr. T.R. Kanmani Assistant Professor National Institute of Mental Health and Neuro Sciences, Bengaluru	CASA (Cauvery Alumnae Students Association)
11.	Webinar	Faculty Development Programme – Webinar On Education 4.0	5.5.2020 & 10.30 – 11.30 AM	Dr.K.Karunakaran, M.Sc., Ph.D, Principal and Secretary Sri Ramakrishna College of Arts & Science (Autonomous), Coimbatore	IQAC & Department of Bio Technology Cauvery College for Women (Autonomous)
12.	Webinar	Fitness for Women during Lockdown	6.5.2020 & 10.30 AM	Dr.B.Baby Shakila Director of Physical Education Cauvery College for Women (Autonomous), Trichy	Cauvery College for Women (Autonomous), Trichy
13.	FDP	FDP – Webinar On Recent Insights on Cyber Security	7.5.2020 & 5 PM	Dr.Smitha Shivashankar Senior Lecturer King's Own Institute & Course Advisory Board Member & Head of Programs Sydney Institute of Commerce and Science, Sydney, New South Wales 2000, Australia	Department of Computer Science, Computer Applications & Information Technology Cauvery College for Women (Autonomous), Trichy
14.	FDP - Webinar	FDP – Webinar on Faculty To Administrator	8.5.2020 & 10.30 AM	Dr.GodwinTennyson Dean (Administration) Professor (Operation Management & Quantitative Techniques), Indian Institute of Management Tiruchirappalli	Department of Business Administration Cauvery College for Women (Autonomous)
15.	FDP	FDP – Webinar on The Art of Story Telling in Academic Writing	9.5.2020 & 11 AM	Dr.Thamaraiselvan Natarajan Professor, Department of Management Studies, National Institute of Technology, Trichy	Department of Business Administration Cauvery College for Women (Autonomous)
16.	FDP	Faculty Development Programme on Virtual Teaching Tool – Moodle	11.5.2020 & 15.5.2020 & 10.30 AM – 4.30 PM	Mr.Parveen Kumar Sharma Assistant Professor at Maharishi Markandeshwar University, Mullana	IQAC Cauvery College for Women (Autonomous)
17.	Webinar	Experience the Uncommon	19.6.2020, 26.6.2020, 29.6.2020 & 6.7.2020 11AM - 12.30PM	Dr. K. Alex Vice Principal St. Joseph College (Autonomous) Trichy	St. Joseph College (Autonomous), Trichy

18.	Webinar	Social Media Marketing	02.7.2020	Dr. Ashish Manohar Executive Director and Author IJORD	Alpha Arts & Science College, Chennai
19.	FDP	Education 4.0 , Kahoot – Prudent Engagement, Podcasts in Education: Why and how- learning to be a teacher – Podcaster, Writing quality publication with quantitative metrics , Scientific profile database Tool	6.7.2020 – 10.7.2020	Dr. Karunakaran, CEO, Hindustan Group of Institutions, Coimbatore Dr. A.R.Jasmine Begum, Associate professor, Department of Information Technology, Cauvery college for women (A), Trichy Mr. Parveen Kumar Sharma, Assistant professor at Maharishi, Markandeshwar university, Mullana Dr. M. sadik Batcha, Professor & university Librarian, Dept. of library & Information Science, Annamalai university Dr.S. Gowri & Dr.K. Kalaiaarasi, Assistant professors , Cauvery College for Women (A), Trichy	Cauvery College for Women (Autonomous), Trichy
20.	FDP	Outcome based Education (OBE)	11.07.2020	Dr. Kasinathan S, Associate Professor, Department of Management Studies, DDE, Sikkim Manipal University, Sikkim	Cauvery College for Women (Autonomous), Trichy
21..	National level webinar	Education in COVID 19 : Challenges & Opportunities	20.07.2020 – 24.07.2020	Mr.suresh Rajagopal, Corporate Trainer, External faculty in pharmacy and Management Colleges, Gujarat Dr. Deepika kohli, Assistant Professor, Khalsa College of Education, GT Road Amritsar, Punjab Dr Kolachina Srinivas, Associate Professor, KL Business School, KL Deemed to be university, Andhra Pradesh, Ms. Shylaja Menon, Head, Department of Management, Yuvashetra Institute of Management Studies, Mundur, Palakkad, Kerala Dr. K.V. Rama Murthy, Head, Associate Professor, Department of MBA Mother Teresa Institute of Science and Technology, Sathupally Khammam	Cauvery College for Women (Autonomous), Trichy

22.	National level FDP	Plagiarism in Research and Publications and How to prevent it	22. 7. 2020	Dr. Sunil Kumar Pahwa, Principal, G.S. College of Commerce and Economics, Jabalpur, Madhya Pradesh	Cauvery College for Women (Autonomous), Trichy
23.	Webinar	Personality Development through Spiritual Development	27.07.2020	Dr. R. Lalitha Head & Associate Professor Department of Commerce Sethalakshmi Ramaswami College Trichy	Sky YouTube Channel
24.	National level webinar	Best practices adopted by A++ HEI's Engaging minds and hearts – Research Extension and Education	29.7.2020		St. Joseph's College, Bengaluru
25.	National webinar	Open-Source tools for data analysis in social sciences	31.7.2020	Dr. Murugan. P, Assistant Professor, School of Management, University of Hyderabad	Manipal Academy of Higher Education, Manipal

FDP

S. No.	Organisation	Title	Duration	Grade
1.	NSE Academy and Bishop Heber College	FinTech the Future of Finance	28 th May 2022	-
2.	NPTEL - Swayam	Accreditation and Outcome Based Learning	22.08.2022 – 14.10.2022 (8weeks)	Elite + Sliver
3.	Ramanujan College – University of Delhi RCMOOCs	ICT Tools for Teaching and Learning	16 th -22 nd January 2023	A+